GOVERNMENT OF INDIA
FOOD PROCESSING INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:1334
ANSWERED ON:26.11.2001
FILMS FOR AWARENESS OF FOOD PROCESSING
PRABHUNATH SINGH;RAMJI MANJHI

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether a large number of films produced for creating awareness for food processing among the massess were not telecast as on June, 1999;

(b) if so, the reasons therefor;

(c) whether the matter has been enquired into;

(d) if so, the results thereof;

(e) whether any time frame for completion of the film was prescribed in the agreements with the producers; and

(f) if not, the reasons therefor?

Answer

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES (PROF. CHAMAN LAL GUPTA)

(a): Yes, Sir.

(b) to (d): The films were originally planned to be telecast on Krishi Darshan programme of Doordarshan. However, Doordarshan considered these films to be commercial for which payment was required to be made on fixed rates. The Ministry has finally succeeded in telecasting of these films on Gyan Darshan Channel of Doordarshan.

(e): No Sir.

(f): As the Ministry was producing films for the first time, the modal agreement provided by Doordarshan was adopted which did not contain any time frame for completion of films.